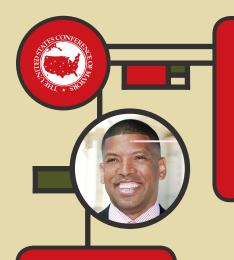




THE UNITED STATES CONFERENCE OF MAYORS





We are proud that for the past 36 years, the City Livability Awards have consistently been the most competitive award program sponsored by The U.S. Conference of Mayors. The Award supports and encourages innovation on all fronts, and honors mayoral leadership for developing programs that improve the quality of life for city residents. We thank Waste Management for their support in helping us to salute these mayors.

PRESIDENT, THE U.S.
CONFERENCE OF MAYORS
MAYOR KEVIN JOHNSON

SACRAMENTO, CA









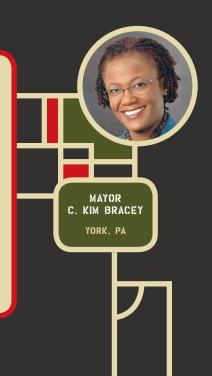
Waste Management is the largest environmental solutions provider in North America, serving more than 20 million municipal, commercial and industrial customers in the U.S. and Canada. Sustainability is the driving force of our business and is the central motivation behind our transformation from a waste disposal company to an environmental solutions provider that views waste as a resource. We've been a proud sponsor of The City Livability Awards for 26 years because it is a reflection of our core values. At WM, we share the U.S. Conference of Mayors City Livability Awards commitment to contribute toward a more sustainable society and make cities and communities better places to live.





NEW ORLEANS Mayor Mitch Landrieu comprehensive murder reduction strategy, NOLA FOR LIFE, was created in 2012 as a response to the city's historically high murder rate. Mayor Landrieu mobilized city government, non-profit organizations and the business community to commit to reducing murder and changing New Orleans' culture of violence. Under the Mayor's leadership, NOLA FOR LIFE was developed with an emphasis on evidence-based practices and data-driven accountability to drive large-scale change in a short period of time. Over 60% of the funding for NOLA FOR LIFE has come from non-public sources. In 2013, murders were down 19% compared to 2012, down 22% compared to 2011.

YORK In September 2013, Mayor C. Kim Bracey launched "Teen's Fourth Friday" a program designed to address the needs of teenagers, while providing them with a safe and nurturing environment to receive access to community programs and services. The program occurs every fourth Friday of the month at different community organization or location within the city of York. Teen's Fourth Friday provides youth with the opportunity to be exposed to invaluable information on college preparation, healthy lifestyles, positive behaviors, self-esteem, afterschool programming, family resources, a free meal and much more.



GRESHAM The Garage to Storefront Program is a small business incentive program that the City of Gresham implemented at the height of the Great recession in 2010 to combat the growing blight of vacant storefronts in the City's key commercial areas and revitalize the local economy from the ground up. The program waived or paid all city-related fees and charges for new qualifying businesses opening storefronts in one of three designated town centers. The success of the program in its first year encouraged Mayor Bemis and the City Council to extend its operation for two additional years.





PHOENIX Phoenix Veterans Court is a problem-solving court with a focus on evidence-based best practices and treatments to provide long-term solutions to resolve issues facing justice-involved veterans. Through a streamlined court process that brings together partners from the U.S. Department of Veterans Affairs (VA), mental health providers, the Arizona Department of Veteran Services, prosecution, defense and various social-service programs, veterans are connected to specialized treatment programs to help solve their underlying issues with the goal of reintegrating successfully back into their communities by addressing the root cause of their behavior while also reducing recidivism.





GUIDELINES &







FOR COMPLETING YOUR CITY LIVABILITY AWARDS APPLICATION

Eligibility for Participation in the 2015 City Livability Awards Program

Every municipality in the United States is eligible to nominate one or more city government programs in any policy area, regardless of whether the municipality has applied for or received a City Livability Award in previous years. All programs initiated by the city government are eligible, including those developed and implemented in conjunction with private sector and/or community group participation.

CITY LIVABILITY AWARDS: TWO POPULATION **CATEGORIES**

The 20 City Livability Awards are presented in two population categories — ten awards for cities of fewer than 100,000 people, and ten awards for cities of 100,000 or more inhabitants. In each category ten awards will be presented:

One First-Place City Livability Award:

Five Outstanding Achievement Awards; and

Four Honorable Mention Citations.

What Award-Winning Mayors and Their Cities Receive

- A hand-crafted, engraved City Livability Award sculpture, suitable for public display as a symbol of the city's award;
- Permission to use the exclusive City Livability Award logo on municipal flags, stationery, street signs, t-shirts, etc.;
- Press releases for winning cities as well as being the focus of a national media campaign by the Conference of Mayors and Waste Management to publicize cities' achievements in their winning programs;
- Publication in U.S.Mayor, the twice-monthly news publication of the Conference of Mayors, and a description of winning programs on the Conference's internet web-site; and
- Assistance in planning and conducting a local ceremony, in which the City Livability Award will be presented again to the mayor by representatives from the Conference of Mayors and Waste Management.

How to Apply

Cities participating in the 2015 City Livability Awards Program will submit an initial application of 500 words, due on Friday, March 6, 2015. From these applications, 20 second round cities will be selected, and will be announced on March 27, 2015. Second round cities will submit a more detailed application, due on May 1, 2015. Award winners will be announced at the 83rd Annual Conference of Mayors in San Francisco. Enclosed is the initial application form and information to assist you in completing your application. The City Livability Awards are open to members and non-members. However, membership in good standing will be one of the factors the judges will consider.



INITIAL APPLICATION: Prepare a brief description of up to 500 words total of an outstanding and/or innovative program that your city government has developed, either recently or in the past. The program must be one that is currently operating.

The Questions Are:

- 1) Describe your program briefly.
- 2) When and why was it created?
- 3) How has the program improved the quality of life in your community?
- **4)** Why is your program outstanding or innovative?
- Use up to 500 words to answer all four questions; that is, the total number of words for all four questions together should be no more than 500. Do not send any exhibit materials, photos, videos or anything other than the 500 word description of your program.
- Staple the pages together for each application, with an ENTRY FORM
 ON TOP of each copy. Do not use binders, report covers, clear-front
 presentation binders, folders, etc. Send a total of five copies of the
 application for each program nominated.
- You may select as many programs within your city as you wish to nominate, but a separate application must be completed for each program you submit.
- Date application is due: Your 500-word application must be received in the Conference of Mayors' offices on or before Friday, March 6, 2015.
 The deadline is firm. You can send your submission(s) by regular mail, Federal Express, UPS, or any mail system that you prefer but faxes and e-mail will *NOT* be accepted.

RETURN FIVE HARD COPIES OF THE APPLICATION TO:

Jocelyn Bogen, City Livability Awards Program, The U. S. Conference of Mayors, 4th Floor 1620 Eye Street, N.W., Washington, D.C. 20006 Telephone: 202.861.6727

Please include a stamped, self-addressed postcard with your application so that the Conference of Mayors can acknowledge receipt of your application. Please do not call to ask if we have received your application; the returned postcard will acknowledge receipt.



	TIMELINE
MARCH 6, 2015	Initial Applications Due.
MARCH 27, 2015	Announcement of Second Round Cities.
MAY 1, 2015	Second Round Applications Due.
JUNE, 2015	City Livability Awards Announced in San Francisco at 83rd Annual Conference of Mayors.



SELECTION OF SECOND ROUND CITIES

On March 27, 2015, after all the applications have been reviewed by a small group of recognized urban government specialists, all mayors who submitted an application will receive a memo (sent via email) notifying them of the second round cities, and second round cities will be announced on the Conference of Mayors' internet site, which can be accessed by the following: usmayors.org/citylivability

Application for Second Round Cities

In the second round of the City Livability Awards process, the second round cities will provide more information about their program, including supplementary materials such as videos, clippings and photos. Questions for this phase will be emailed to the second round cities after they are announced on March 27, 2015. The second round cities' applications will be due in Washington in the Conference of Mayors' office on Friday, May 1, 2015.

Independent Panel of Judges Will Select the Award Winners

From the second round cities, an independent panel of judges will select the winners of the 2015 City Livability Awards. The judges will meet in May to make their determinations.

Announcement of Awards

Announcement of the City Livability Award-winning mayors will be made at the Annual City Livability Awards Luncheon at the 83rd Annual Conference of Mayors in June, 2015, in San Francisco. The Conference of Mayors will notify the 20 winning mayors in May so that they can plan to attend the Annual Conference of Mayors meeting.







WHAT AWARD-WINNING CITIES MUST DO

When making the decision to participate in the 2015 Program, please take into consideration the following requirements of Award winners:

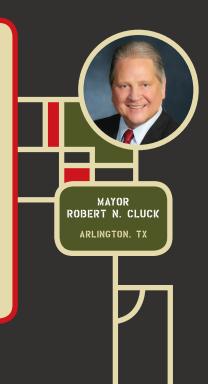
- All First-Place Award winning mayors and Outstanding Achievement Award winning mayors must attend or send a designee to the Annual Luncheon of the 83rd Annual Conference of Mayors in San Francisco in June, 2015.
- The two First-Place Award winning cities must hold a local ceremony within 90 days
 following announcement of the Awards in June. Conference of Mayors' and Waste
 Management representatives will assist in planning the local ceremony and will
 be in attendance to re-present the Award to the mayor.
- All Outstanding Achievement Winning Cities are also expected to hold local ceremonies.

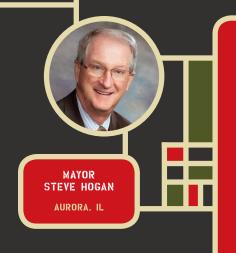




BEVERLY HILLS The City of Beverly Hills Embrace Civility program addresses a common problem faced by cities across the nation - how to foster positive human relations in all aspects of community life. The program was originally established to address divisive behavior during campaigns for civic leadership positions, but blossomed into a program that encompasses all community members. This three phase program is affordable and easily replicable by other cities looking to increase awareness and change attitudes, behavior, and culture in their city government and community at large.

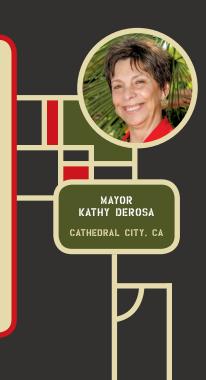
ARLINGTON (TX) In January 2009, a new, state-of-the -art Animal Services Center Opened its doors to provide an enhanced environment for sheltered pets and visiting guests. The new facility attracts new opportunities to promote responsible pet ownership. The Arlington Animal Services (AAS) division of Code Compliance Services has educated over 33,000 citizens in health and safety through Responsible Pet Ownership Program. AAS works tirelessly to ensure responsible pet ownership in Arlington, with the scope of the program dramatically growing and evolving over the past several years. Since January 2012, over 2,500 veterinarian services have been provided to pets that may not have otherwise received care or a city license.



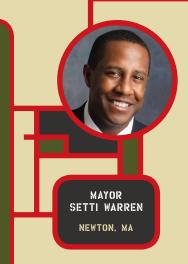


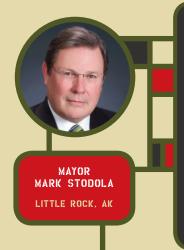
AURORA Aurora's Gang Reduction Impact Program (A-GRIP), part of a multi-faceted approach to addressing the issue of youth gang and juvenile crime activities in northern Aurora, became fully operational in 2012 utilizing grants from the Colorado Division of Criminal Justice (DCJ) and other funding. After showing promise during the first years of operation, Aurora's Mayor Steve Hogan and city Council enthusiastically supported modifying a municipal ordinance in mid-2013 to allocate a portion of surcharge revenues from municipal traffic tickets to A-GRIP to allow it to expand programming and enhance its long-term sustainability. The A-GRIP project has made steady progress in advancing its goal of reducing youth gang membership and juvenile crime.

CATHEDRAL CITY, CA the Kids and Community Program partners environmentalists, artists, businesses, local government with city youth to design and implement hands-on enhancement and beautification projects that contribute to the greening of the community. This innovative approach integrates art with the environment by using recycled materials and discarded trash to create unique design projects that transform the landscape while diverting tons of waste from local landfills. Since the program's beginning, youth have replaced unsightly graffiti on the Dinah Shore Bridge with a stunning mural, created sculptures from trash, planted school gardens, launched anti-litter campaigns and even started their own in-school recycling programs.



NEWTON, MA Newton has adopted an innovative wellness program for residents and city employees by partnering with Wellcoin, Inc., a business founded by a Newton resident and entrepreneur, Glenn Laffel, MD PhD. Newton became the first "Model City" for Wellcoin, which provides a free and enjoyable way for individuals to earn Wellcoins- a virtual currency – by making a range of healthy choices daily. Wellcoins can then be redeemed for rewards offered by local businesses and national brands who also partner in this effort. The City promotes wellness; users engage in healthy activities, which are very broadly defined to apply to adults of all ages; and local businesses promote their businesses by offering opportunities both to earn Wellcoins and receive rewards. Users join Wellcoin for free and earn Wellcoins for doing hundreds of healthy activities from walking or eating a healthy meal, to visiting a doctor, getting enough sleep and donating blood.





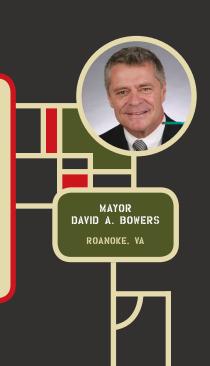
LITTLE ROCK As the largest city in Arkansas, Little Rock is often the destination for ex-offenders when they are released from the Arkansas Department of Corrections and other correctional institutions. The City of Little Rock addressed the problem of recidivism by creating The Re-Entry Sidewalk Program, which provides a job to newly released ex-offenders to improve their transition from prison to being a productive member of society. Little Rock's bold and innovative program gives ex offenders the opportunity to learn construction trades while building sidewalks funded through a new city sales tax.



MAYOR
CHRISTOPHER CABALDON
WEST SACRAMENTO, CA

WEST SACRAMENTO Universal Preschool for West Sacramento (UP4WS), is a collaborative partnership between the City of West Sacramento, the local school district, the County Office of Education and First 5, both at the County and State levels. The Goal of UP4WS is to provide high quality preschool and childcare for all children ages 0-5 in the City of West Sacramento at little cost to residents through significant subsidies. West Sacramento has enabled children ages 0-5 to optimize their natural capacities for learning, social interaction and creative expression, preparing them for successful participation in the educational system. UP4WS, which was originally created through a Universal Preschool Task Force initiated by Mayor Christopher Cabaldon in 2003, has served between 450 and 600 0-5 year old children yearly and has served over 3,500 children in its 8 years of existence.

ROANOKE Roanoke is one of only two cities in the U.S. to launch a Parks & Arts Program. A grant from the National Endowment for the Arts funded the city's program, an initiative to bring artist performances as well as arts and cultural organizations into city parks. Seven park locations and dates for the events (between April and October) were established. Each event lasted four hours, with at least three performances and two visual art activities; a hands-on component was also required.



COVERSHEET

I. PLEASE INDICATE POPULATION CATEGORY HERE:

O under 100,000 O over 100,000

Please enter general subject area(s) of the program(s) submitted here from **A-N** below:

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II. NAME OF MAYOR

Choose the general subject area(s) of the program(s) your city is submitting from below:

- A Arts, Culture, Parks and Recreation, Sports and Tourism
- B Brownfields
- City Government Processes and Procedures to Improve Operation
- D Community Development and Housing
- Criminal and Social Justice, including Community Policing, Anti-Drug, and Anti-Violence
- Economic Development

- **G** Energy and Environment
- H Health and Human Services
- International Trade
- Jobs, the Workforce, Employment and Training; Labor-Management Relations
- **K** Transportation
- Urban Policies and Processes
- M Education
- N Other (Please specify briefly)

Please print clearly and use this cover page, or reproduce sections I, II, and III on your computer.

The Honorable City Hall Address: STREET Mayor's Telephone: Mayor's FAX: Mayor's E-mail Address: III. CITY CONTACT PERSON FOR THIS APPLICATION Name: Title: Address: STREET STATE ZIP FAX: Telephone: Contact E-mail Address: Mayor's Press Secretary: Name Telephone: FAX: E-mail Address:

QUESTIONS FOR INITIAL APPLICATION OF 500 WORDS

Please reproduce these questions on your computer (or typewriter) and answer each below. Do not try to reproduce logos or make the application similar to this sheet; just repeat the questions and provide the information.

Double-space your answers. Use a font that is 14 pt. or more. Margins can be the size of your choice.

Preparing the application, please first number and repeat each question in the order as they appear below, e.g., "1) Briefly describe your program," and then give the answer: "Our program to address the homeless population meets a need...." Then, repeat "2) When and why it was created," and provide that answer.

- 1) Briefly describe your program.
- 2) The year project started and why was it created?
- 3) How has the program improved the quality of life in your community?
- **4)** Why is your program outstanding or innovative?
- Use up to 500 words to answer all four questions; that is, the total number of words for all four questions together should be no more than 500. The repeated questions do not count in the 500 word total. Do not send any exhibit materials, photos, videos or anything other than the 500 word description of your program.
- Please staple the pages together with a completed coversheet on top for each application. Please do not use binders, report covers, clear-front presentation binders, folders, etc. Send five applications for each program nominated.
- You may select as many programs within your city as you wish to nominate, but a separate application must be completed for each program you submit.
- Date application is due: Your 500-word application must be received in the Conference of Mayors' offices by Friday, March 6, 2015. The deadline is firm.

You can send your submission(s) by regular mail, Federal Express, UPS, or any mail system that you prefer but faxes and e-mail will NOT be accepted.

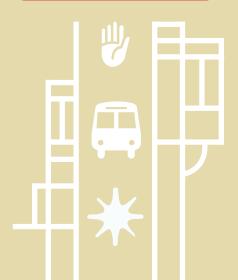


DUE MARCH 6, 2015

RETURN FIVE HARD COPIES OF THE APPLICATION TO:

Jocelyn Bogen, City Livability Awards Program, The U. S. Conference of Mayors, 4th Floor 1620 Eye Street, N.W., Washington, D.C. 20006 Telephone: 202.861.6727

Please include a stamped, self-addressed postcard with your application so that the Conference of Mayors can acknowledge receipt of your application. Please do not call to ask if we have received your application; the returned postcard will acknowledge receipt.



ANSWERS TO THE 20 MOST COMMONLY ASKED QUESTIONS

Note: These apply to the initial application of 500 words. Due on MARCH 6, 2015.

- 1) MAY OUR CITY SUBMIT MORE THAN ONE APPLICATION? Yes, complete a separate application for each program submitted, with a total of five copies, stapled.
- 2) MAY WE SUBMIT EXHIBIT MATERIALS WITH THE 500 WORD APPLICATION? No.
- 3) IS IT A TOTAL OF 500 WORDS FOR ALL FOUR QUESTIONS, AND DO THE REPEATED QUESTIONS COUNT IN THE 500 WORD TOTAL? Yes it is a total of 500 words for all four questions, but the repeated questions do not count in the 500 word total.
- 4) IS IT POSSIBLE TO SUBMIT LAST YEAR'S APPLICATION AGAIN? Yes. You should update it to reflect any changes over the past year.
- 5) **HOW DO I GET AN EXTRA APPLICATION PACKET?** E-mail jbogen@usmayors. org. Please give your name, quantity, address, and phone number of person to receive extra packet(s).
- 6) IF THERE IS A LATE-BREAKING CHANGE IN OUR PROGRAM, SHOULD WE CALL OR FAX THAT INFORMATION IN? No, just go with what you have already submitted. If you anticipate a change, note somewhere in your application, before submission, that you believe that there will be a major opening or event coming up and describe it if you wish.
- 7) WHAT IF I DISCOVER A TYPO OR OTHER MISTAKE AFTER I HAVE SUBMITTED OUR APPLICATION? If it is before the applications are due in Washington, March 6, 2015, just resubmit five complete new copies, with an explanatory note on the top. If later, let the mistakes go.
- 8) CAN WE HAVE AN EXTENSION ON THE DEADLINE OF MARCH 6, 2015? No.
- 9) HOW MANY COPIES OF THE 500 WORD APPLICATION MUST BE SUBMITTED? Five.
- 10) CAN WE HAVE COPIES OF OUR APPLICATION BACK? No.
- 11) WHAT ARE TIPS TO MAKE AN APPLICATION MORE COMPETITIVE? Remember that the judges will be reviewing at least 200 applications. Quotes, interesting writing style, clarity and headings to break up the text all help. (Headings must be included in the 500 word maximum.) Be to-the-point, clear, and indicate why your city should receive recognition for your excellent program(s).

- 12) WHAT IF THIS PROGRAM BEGAN UNDER A FORMER MAYOR? WHAT IF THE PRESENT MAYOR HAS ONLY BEEN IN OFFICE A FEW MONTHS OR DAYS? That is all right. Still submit the program. If you find it helpful, describe the role of the previous mayor and the expected role of the present mayor.
- 13) **DOES MY PROGRAM HAVE TO BE INNOVATIVE, UNIQUE?** No. If other cities are doing a similar program, you should still submit your program.
- 14) DO WE NEED TO CALL BEFOREHAND TO LET YOU KNOW WHAT AND HOW Many programs we are submitting? No.
- 15) WILL THE MAYOR BE NOTIFIED IF WE ARE NOT AMONG THE FINALISTS? On March 27, 2015 an email message announcing the City Livability finalists will be sent to all mayors. In addition the list of finalists will also be posted on the USCM website on the city livability page.
- 16) CAN I CALL EARLY AND FIND OUT WHO THE FINALISTS ARE? No. Please wait for the e-mail announcement to your mayor and/or view it on the internet web site of the Conference of Mayors on March 27, 2015.
- 17) WHAT ABOUT THE MARGINS, SPACING, ETC. OF THE APPLICATION?
 The application should be double-spaced, the font should be 14 pt. or larger, margins can be the size of your choice, pages should be numbered, copies must be stapled separately (that is, each of the five should be stapled).
 Please do not use anything but a staple to fasten each application together; do not use binders, folders, clear presentation binders or anything else—
 just staples in the left upper corner. Do not send any supplementary material!
- 18) DOES MY APPLICATION HAVE TO BE PHYSICALLY IN THE CONFERENCE OF MAYORS' OFFICES BY MARCH 6, 2015, OR IS IT SUFFICIENT TO HAVE IT POSTMARKED BY THAT DATE? It has to have been received in the Conference of Mayors' offices by Friday, March 6, 2015.
- 19) HOW CAN I FIND OUT IF IT GOT THERE ON TIME? SHOULD I CALL OR WHAT? Do not call. Complete a stamped, self-addressed postcard and enclose it prominently on the top of the applications. We will mail it to you.
- 20) WHAT IF I FORGET TO INCLUDE A SELF-ADDRESSED STAMPED ENVELOPE? Just mail the postcard to Jocelyn Bogen, and she will return it immediately to let you know we have received the application.



THE CITY LIVABILITY AWARDS PROGRAM IS SPONSORED BY THE UNITED STATES CONFERENCE OF MAYORS AND WASTE MANAGEMENT.

KEVIN JOHNSON, MAYOR OF SACRAMENTO, President, The U.S. Conference of Mayors DAVID STEINER, CEO, Waste Management Inc.

THE UNITED STATES CONFERENCE OF MAYORS

tom cochran

TOM COCHRAN, CEO and Executive Director tcochran@usmayors.org

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